PAINDOO product

Paindoo Means Pure

Registered Under Companies Ordinance 1984 By the Government of Pakistan

CERTIFIED ISO 9001:2015 COMPANY

Paindoo Means Pure

PAINDOO *product*

PAINDOO PRODUCT (PRIVATE) LIMITED

1

BACKGROUND

PAINDOO product

“BACKGROUND”

Women play important roles in the rural economy as farmers, wage earners and entrepreneurs. They also take responsibility for the well-being of the members of their families, including food provision and care for children and the elderly. Rural women’s unpaid work, particularly in poor households, often includes collecting wood and water. Women from indigenous and grassroots communities are often also custodians of traditional knowledge, which is key for their communities’ livelihoods, resilience and culture. Yet, women in rural areas face constraints in engaging in economic activities because of gender-based discrimination and social norms, disproportionate involvement in unpaid work, and unequal access to education, healthcare, property, and financial and other services.

“BACKGROUND”

Initial task undertaken by us, Paindoo Product (Pvt) Ltd., was to uplift the economic status of rural women folk. We are nearly 90% women base organization in which women from rural areas, who have social constraints to go to field due to observance of *parda* were unable to earn anything for their families, were given the opportunity to be the part of national economy. They were trained by Food Authority in order to sensitize them regarding hygiene and compliance of local and international food standards. Our little effort went extra mile in the economic lives of the have-nots.

PAINDOO product

2

ABOUT US

PAINDOO product

“ABOUT US”

Paindoo Product (Pvt) Ltd. began its journey in 2010 as a spice company with an innovative product line that popularized the concept of having clean, healthy food. We have evolved from being whole-spice traders to one of the Pakistan’s largest seasoning & flavor solution provider.

We pride ourselves on unmatched relationships with our suppliers, end-to-end quality control and strict adherence to the highest safety standards. The result is our ability to deliver super quality spice products at competitive Prices.

Today, Paindoo Product (Pvt) Ltd. is famous and well reputed brand name in circle not only recognized in Pakistan but also well known in overseas community.

PAINDOO product

3

LEGAL STATUS

PAINDOO product

“LEGAL STATUS”

Paindoo Product (Pvt) Ltd. is a Private Limited Company Registered under Companies Ordinance 1984 by the Government of Pakistan.

We are also a Certified Company under Global Standards for ISO 9001:2015.

4

OUR DIVISIONS

“OUR DIVISIONS”

Under Paindoo Product (Pvt) Ltd., We have following Divisions:

1. Paindoo Product General Trading Division
2. Paindoo Product Storage & Warehousing Division
3. Paindoo Product Transport and Logistics Division
4. Paindoo Product Research & Development Division
5. Paindoo Product Sourcing & Export Division
6. Paindoo Product Social Development Division

PAINDOO product

5

MISSION STATEMENT

“MISSION STATEMENT”

“Our Mission is to be a customer centric, environmentally friendly, rich flavored, well reputed and sustainable enterprise who is able to deliver high quality products and true values throughout the national and international supply chain.”

PAINDOO product

6

OUR VISION

PAINDOO product

“OUR VISION”

“To make Paindoo Product (Pvt) Ltd. the most preferred supplier of organic spices from Pakistan to the national and international market.”

7

OUR PASSION

PAINDOO product

“OUR PASSION”

OUR PASSION

"Civilization begins in the peasant's hut, but it comes to flower only in the towns."

WILL DURANT

Our passion is to connect the peasant hut to the civilized town in a way where both have win win situation, where village folk have earning opportunity and people in city would have pure food stuff.

PAINDOO product

8

CORE VALUES

PAINDOO product

“CORE VALUES”

- Facilitative Leadership
- Sustainable Development
- Empowering and Enabling Communities
- Respecting Diversity and Equality
- Transparency and Accountability
- Privacy and Confidentiality
- Creating long-term Partnerships
- Being Impact Driven
- Integrity and Respect

9

OUR STRENGTHS

PAINDOO product

“OUR STRENGTHS”

- Clear vision to Attain Sustainable Development
- Professional, Committed and Dedicated Team
- Visible Change in Marginalized Communities
- Our Deep Understanding of Community
- Our Ability to Handle Critical Situations
- Our Decentralized System
- Our Free Literacy Enhancement Programs
- Continuous Research and Development

PAINDOO product

10

OUR OBJECTIVES

“OUR OBJECTIVES”

- To grow organic spices & to provide a wide array of food products
- To understand our customers' needs and wants
- Strong commitment to technology
- To achieve 100% customer satisfaction
- To meet global standards and to maintain them
- Create opportunities for our employees' success
- Ensuring food safety to the end consumer.
- Adhering to sustainable production & processing
- Assisting farmers to gain exposure to the world market and help them to improve their production standards.
- To take appropriate steps for the alleviation of social disparity against women in the society

PAINDOO product

11

HOW WE WORK

“HOW WE WORK”

We have installed our processing plant in rural area of district Mianwali to engage the rural women folk who sort the spices and then pack the same. This economic activity helps them around and also ensures our customers the continuous supply of the products they expect from us. Spices are sold whole year around and we are meeting the demand of the customers at the moment with ease.

At Paindoo Product only the finest varieties of the spices carefully selected and graded by our specialist sorters with years of expertise in hand sorting premium quality spices to bring you an unmatchable experience of taste and freshness. Our products are 100% pure, no adulterants or preservatives added. More over our products are packed in food graded user friendly bottles and are sealed to preserve freshness and aroma.

PAINDOO product

12

TARGET MARKET

PAINDOO product

“TARGET MARKET”

Our products are currently being sold on leading stores in Lahore, Faisalabad and Islamabad. We are trying to market our products on Super Store in above cities and have very good response. We have dedicated team of sales staff who remain continuously in touch with market players to place the products on super market.

Soon our products will be available in all major cities of Pakistan, Our export division is also working for our international representation and very soon our products will be available in an international market.

PAINDOO product

13

OUR PRODUCTS

PAINDOO product

“LIST OF OUR PRODUCTS”

1. Red Chili Powder
2. Red Chili Flakes
3. Turmeric Powder (Haldi)
4. Coriander Powder(Dhania)
5. Coriander Seeds (Sabat Dhania)
6. Garam Masala Powder
7. White Cumin (Sufaid Zeera)
8. Caraway (Kala Zeera)
9. Black Peppercorn (Sabat Kali Mirch)
10. Black Pepper Powder (Kali Mirch Powder)
11. White pepper powder(Sufaid Mirch Powder)
12. Nutmeg (Sabat Jaifal)
13. Clove(Loong)
14. Fenugreek Seed (Methray)
15. Bay Leaf (Tez Pata)
16. Fennel Seed (Saunf)
17. Green Cardamom(Sabz Elaichi)
18. Green Cardamom Powder
19. Black Seeds (Sabat Kalwanji)
20. Sesame Seed (Till)
21. Cinnamon (Dar Cheni)
22. Cinnamon Powder (Dar Cheni Powder)
23. Brown Mustard Seed (Rai)

PAINDOO product

“LIST OF OUR PRODUCTS”

1. Red Chili Powder

2. Red Chili Flakes

3. Turmeric Powder (Haldi)

4. Coriander Powder (Dhania)

5. Coriander Seeds (Sabat Dhania)

6. Garam Masala Powder

7. White Cumin (Sufaid Zeera)

8. Caraway (Kala Zeera)

9. Black Peppercorn (Sabat Kali Mirch)

10. Black Pepper Powder (Kali Mirch Powder)

“LIST OF OUR PRODUCTS”

11. White pepper powder (Sufaid Mirch Powder)

12. Nutmeg (Sabat Jaifal)

13. Clove (Loong)

14. Fenugreek Seed (Methray)

15. Bay Leaf (Tez Pata)

16. Fennel Seed (Saunf)

17. Green Cardamom (Sabz Elaichi)

18. Green Cardamom Powder

19. Black Seeds (Sabat Kalwanji)

20. Sesame Seed (Till)

“LIST OF OUR PRODUCTS”

21. Cinnamon
(Dar Cheni)

22. Cinnamon Powder
(Dar Cheni Powder)

23. Brown Mustard Seed
(Rai)

14

HOW WE DELIVER

PAINDOO product

“HOW WE DELIVER”

PACKING & DISTRIBUTION

15

WHO WE SERVE

PAINDOO product

“WHO WE SERVE”

We also currently serve a wide range of food related businesses and industries, including (but not limited to):

- Organic Food Manufacturers
- Bakeries
- Food Distributors
- Tea Manufacturers
- Herbs and Spices Distributors
- Extract and Oils Wholesalers
- Grain and Seed Distributors
- Retailers
- Restaurants
- Manufacturers
- Organic Food Purveyors
- Co-Packers
- Ingredients Suppliers
- Medicine
- Exporters

PAINDOO product

16

OUR HIERARCHY

PAINDOO product

“OUR HIERARCHY”

***1.* Saima Ahmed (CEO)**
2. Abdul Razaq Khan (Director)

STAFF / TEAM

- Administration and Management Staff
- Investment & Finance Team
- Marketing & Promotion Team
- Networking & Communication Team
- Field and Support Staff
- Social Development Staff

PAINDOO product

17

OUR ACHIEVEMENTS

“OUR ACHIEVEMENTS”

1. 10+ Years of Excellence.
2. Meeting Global Standards of Quality Products
3. Nation-wide Strong Distribution Network
4. Committed, Time Tested, Qualified and Hardworking Team
5. Earned & Maintained Respect, Good Will and Consumer Confidence
6. Recognized as an Emerging Brand in National
7. Ready to Enter in an International Market
8. Successfully providing Prime Quality Products with the Highest Degree of Hygiene
9. Earned Confidences of Partners, Stakeholders, Suppliers, Venders as well as Co-workers
10. Empowered Local Communities through Skill Development & Technical Education and Created Visible Impact in Society

PAINDOO product

THANKS…

But wait!

Feel free to contact us so we can discuss how we can best serve you and your business. Every inquiry is treated with the utmost confidentiality. Contact us, we'd love to hear from you.

PAINDOO product

Paindoo Means Pure

CONTACT PERSONS

1. Saima Ahmed (CEO)
2. Abdul Razaq Khan (Director)

ADDRESS:

Head Office: FF 04, Divine Centre, New Airport Road Lahore

Website: www.paindooproduct.com
Email: info@paindooproduct.com

Phone: 0306-7743376

PAINDOO *product*
Paindoo Means Pure